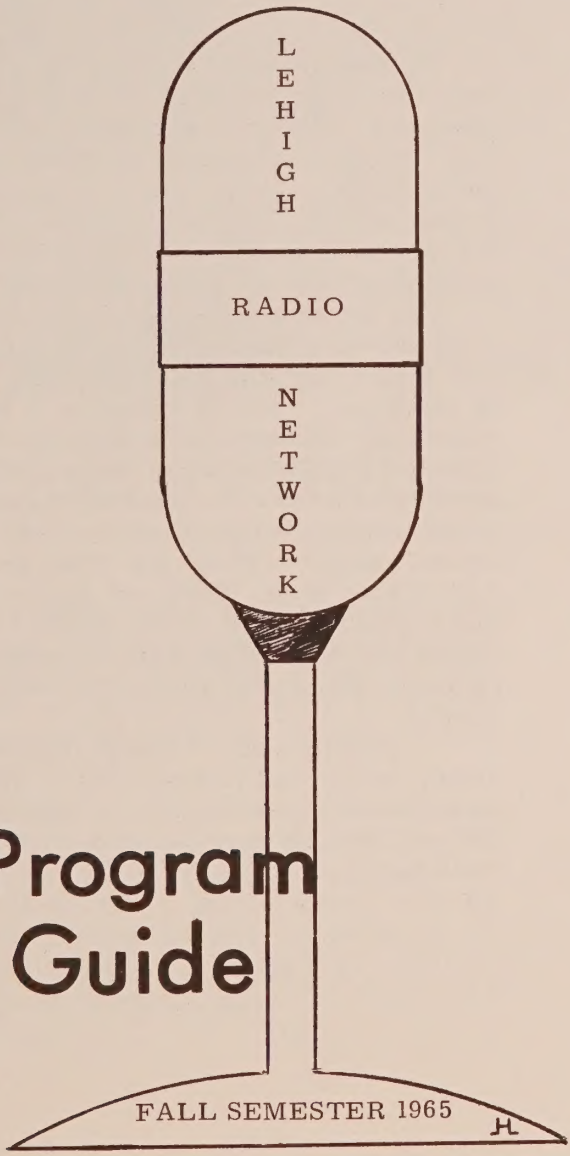
W

WLRN 640

V

R

690



Program Guide

LEHIGH RADIO NETWORK

University radio stations are, and always have been, a good source of training for undergraduates, who staff and operate these facilities. In addition to being an educational device for students, college radio is a source of information and entertainment for faculty and students and is a sound and good advertising medium for any business establishment.

The proof of the excellent training and professional stature of college radio in general and WLRN and WLVR of Lehigh University in particular, can be found in a look at the record of the careers of alumni. Though the Lehigh Radio Network can list a number of outstanding alumni in professional TV, two prime examples can be mentioned within this limited space. They are Mac Hemion with ABC-TV's "Wide World of Sports" and Paul Loewenwarter with CBS News. There are others who have taken their valuable radio experience into a vast number of fields of endeavor.

University radio is good radio--is professional radio--and is deserving of your support as a listener, participant, or speaker. Make 640 and 690 on your dial a Lehigh Radio Network habit.

Samuel D. Faro

The Lehigh Radio Network has built upon a basic frame of eighteen hours of programming per day the variables essential to producing a unique, comprehensive program.

The two stations of the Network provide the discriminating listener with a wide range of program selection. It is this unusually wide scope which is so characteristic of Lehigh Radio's progressive style and modern sound.

This booklet is for those of the Lehigh community not acquainted with this full sound. It is dedicated to all those in the pro-rock ranks, connoisseurs of the classics, and the faithful to the fabulous oldies--- in short, to all who have yet to appreciate eighteen hours of customized programming suited to a demanding Lehigh audience.

Programming

690

WLVR presents a variety of musical approaches for the Lehigh student to hear and enjoy. Programming for the more mature taste, WLVR presents folk, jazz, light classical, and big band music nightly. Also nightly, WLVR features "Personal Appearance," a half hour show featuring a popular single performer or group.

WLVR's greatest asset is its fine music, uninterrupted by repetitious advertisements. Occasional sporting and special events will interrupt our normal programming, however.

Since its inception in 1961, WLVR's primary concern has been you, the listener. If you are looking for pleasant music twenty four hours a day, set your dial at 690, WLVR... and leave it there!

640

WLRN appeals to its collegiate audience with the type of music unprogrammed on its sister station, WLVR. Because of the dual-station Lehigh Radio Network, WLRN is able to present a primarily "rock" format to its growing audience. The Network presents much more comprehensive and diversified musical programming than many other college stations across the nation. In this way, varying musical tastes are individually tailored by the 640 and 690 spots. WLRN's Top 64 Sound Survey is far ahead of every other radio station in the presentation of new releases. We spin the really "gear sounds"--- the type of popular programming most requested by our audience.

News

The Lehigh Radio Network's Action Central presents news on a campus, local, national, and international scale twice every hour. Serviced by the United Press International, our news department ranks among top stations for its speed and accuracy of news delivery. As an additional campus service, the news department writes and airs editorials and brings you interviews with prominent figures in such fields as education and politics. The Lehigh Action Central has proved its broad capability in its rapid and accurate coverage of the 1964 Presidential election.

WLRN carries five minutes of news every hour at five minutes to the hour. A capsule news summary is presented prior to the half hour.

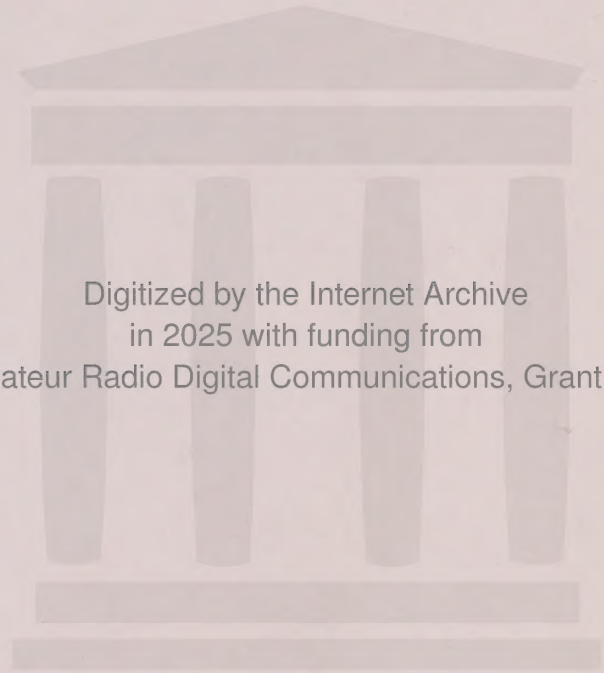
WLVR carries headline news at quarter past the hour and a complete news roundup at quarter to each hour.

Every night both stations carry a Network news and sports ten minute report.

Sports

The Lehigh Radio Network Sports Department brings you live coverage of all major sporting events. During football season WLRN will carry Lehigh football games every Saturday afternoon. Then during the winter months WLVR will broadcast live Lehigh wrestling. Our sports department showed its progressiveness last year when it covered the EIWA's from Cornell. Our sports team then followed the wrestlers to Laramie, Wyoming for the National Championships.

A complete sports wrap-up of national and local sports will be heard nightly on the late evening news.



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WEEKDAYS

	WLRN	WLVR
4	TOP 64	FOLK FESTIVAL
	news	news
5	TOP 64	FOLK FESTIVAL
	news	ENCORE!
		news
6	TOP 64	ENCORE!
	sports and news	news
7	TOP 64	ENCORE!
	news	news
8	TOP 64	ENCORE!
	news	PERSONAL APPEARANCE
		JAZZ ON TAP
		news
9	TOP 64	JAZZ ON TAP
	news	news
10	OLDIES	JAZZ ON TAP
	sports and news	news and sports
11	TOP 64	MIDNIGHT CONCERT
	news	news
12	TOP 64	MIDNIGHT CONCERT
	news	news
1	WIBG	WPBS

SATURDAY

	WLRN
12	TOP 64
	news
1	TOP 64
	news
2	TOP 64
	news
3	TOP 64
	news
4	TOP 64
	news
5	TOP 64
	news
6	TOP 64
	news
7	TOP 64
	news
8	TOP 64
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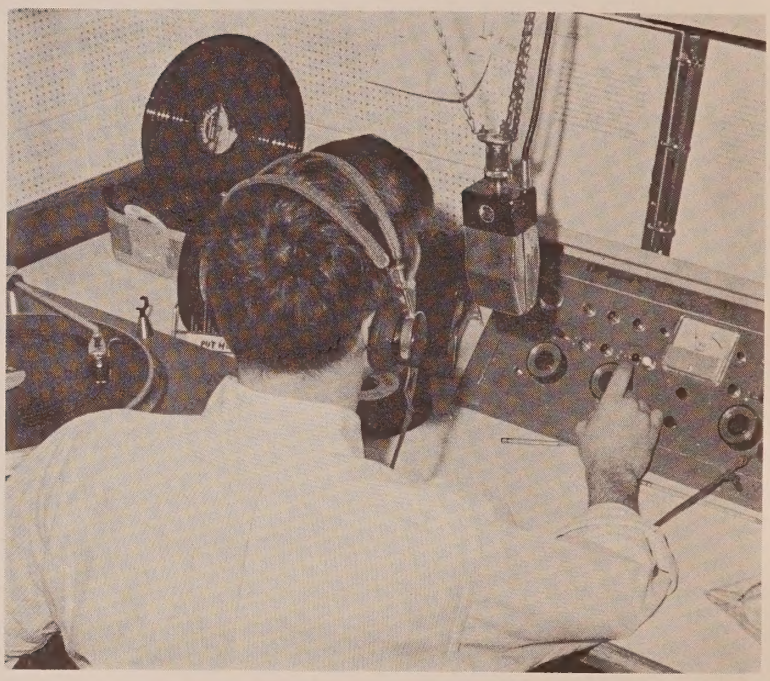
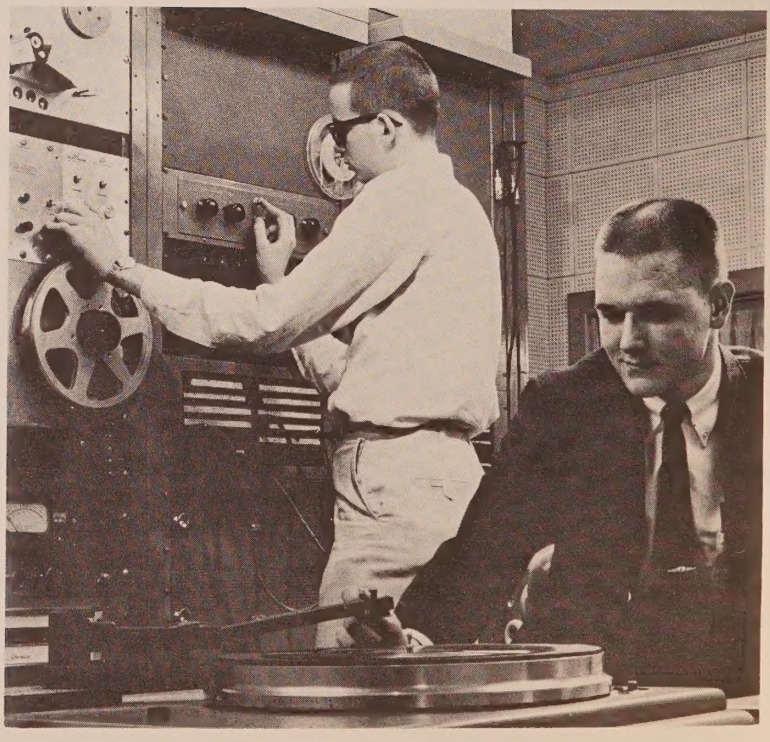
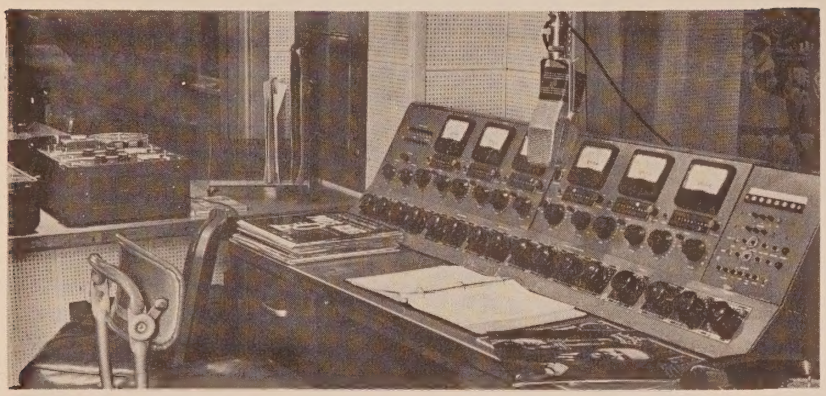
9	TOP 64
	news
10	TOP 64
	news
11	TOP 64
	news
12	TOP 64
	news
1	WIBG

Through the





Glass Windows



Left, above: Pete Gertler on the air for WLRN. Left, below: WLVR special programming from Studio 4. Above and below: Network control room.

In addition to providing radio to over 2600 University students, WLRN has a great effect on its staff. In fact, one of our 3.0 engineers was saying something last week about our average "as a living group." To maintain smooth functioning in an organization with a staff of over 75 requires much effort on the part of all. The experience of working together and the knowledge gained through our work here make any effort completely worthwhile.

Lehigh Sports Calendar

Football

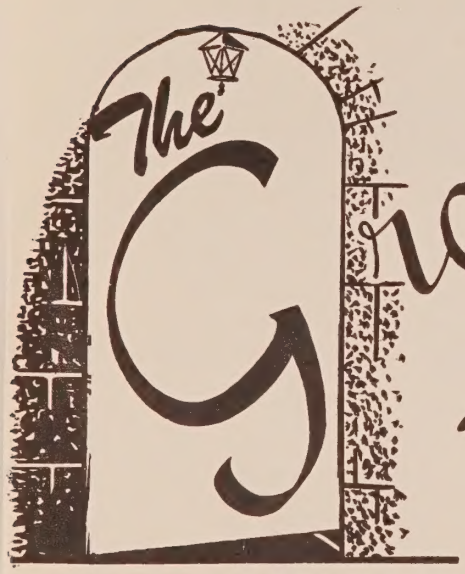
Sept.	25	Penn (A)
Oct.	2	Cornell (H)
Oct.	9	Rutgers (A)
Oct.	16	Gettysburg (H)
Oct.	23	Delaware (H)
Oct.	30	Furman (H)
Nov.	6	Davidson (A)
Nov.	13	Bucknell (A)
Nov.	20	Lafayette (H)

Wrestling

Dec.	4	Cornell (A)
Dec.	7	Oklahoma University (H)
Dec.	11	Syracuse (H)
Dec.	15	Yale (H)
Jan.	8	Penn State (H)
Jan.	29	Princeton (A)
Feb.	5	Navy (A)
Feb.	12	Army (H)
Feb.	19	Pittsburgh (A)
Feb.	23	Franklin & Marshall (A)
Feb.	26	Rutgers (A)
March	3, 4, 5	Prep School Tournament (H)
March	11, 12	EIWA (A)
March	24, 25, 26	Nationals (A)

ALL THESE SPORTING EVENTS
WILL BE BROADCAST LIVE
ON THE LEHIGH RADIO NETWORK

THIS
LEHIGH RADIO NETWORK
PROGRAM GUIDE
BROUGHT TO YOU
WITH THE COMPLIMENTS OF
THE GROTTO RESTAURANT



Make it your Motto – to eat at the Grotto!

A FAVORITE WITH LEHIGH
STUDENTS FOR YEARS

VISIT THE GROTTO–JUST
ONE BLOCK OFF CAMPUS
OR
PHONE THEM AT
866-9533

YOUR HOSTS:

Michael and Louise Martucci

The Staff

Station Board Chairman... Lawrence A. Post
Program Director, 640.... David W. Metzger
Program Director, 690... James L. Harrison
Business Manager..... Lawrence A. Post
Chief Engineer..... W. Andrew Wright
Sales Manager.....Richard B. Starr
News Director.....Robert E. Jakielski
Music Director..... John R. Gallenberger
Special Events Director ....William C. Lowe
Continuity Director.....Richard F. Kelley
Personnel Director.....Andrew A. Zeratsky
Sports Director..... I. David Spector
Record Librarian.....Robert C. Pope
Publicity Director.....John R. Fishback

Sign Off

The Lehigh Radio Network is operated by students of Lehigh University. The two stations have call letters WLRN and WLVR with studios, offices, and transmitters located in the Davis Wing of the University Center.
The stations, 640kc and 690kc, present live programming from 4 p.m. to 1 a.m. weeknights and from 12 p.m. to 1 a.m. on Saturdays.

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v
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A member of The
INTERCOLLEGIATE
BROADCASTING
SYSTEM